

Selling Details
September DORAL Price Check Jackpot Promotion
(Program Contact: Evan Toulon, #6316)

Program Objective: To change price perceptions among competitive Savings and FP savings sensitive smokers to reflect reality: DORAL is priced the same as GPC and Basic.

Note: This promotion works off of the existing DORAL discounting (PRP) in place during September. No additional discount on VAP product. Promotional product will be billed at regular price.

Program Elements:

- Existing, planned discounting sold/executed by the Field
- 40 Pack VAP Display
 - Pack and CTS Partner outlets receive loaded 40 pack display(s) from wholesaler
 - Supermarkets receive sleeved product only - POS handled by Reps (no VAP)
- \$.40 off/ 2 pack onsert (on back of all promotional packs) to be used with next purchase
- Additional \$.40 off/2 pack onserts and sleeves (500 each) sent to all Reps to be applied in store on non-VAP opportunity styles
- \$1,000,000 Sweepstakes for consumers in non-restricted states (MA, MI, VA)
 - Adult smokers check price of DORAL, GPC & Basic and fill out entry forms to enter
 - \$25,000 Retailer Incentive Program - 4 winners/1 per sales area
- \$100,000 Contest for consumers in restricted states MA, MI and VA only
 - Adult smokers check price of DORAL and create unique display of that price. Entries will be judged on creativity, presentation and appropriateness.
 - \$20 Retailer Incentive
- DSD POS/support materials - For Retailer placement and entry into Retailer Incentive
- Retailer Incentive Sign-up Card (Retailer Jackpot Ticket)

Other Program Elements:

- Newspaper/Insert: 52.6 million circulation (includes National Enquirer and Parade in select markets)
- Direct Mail:
 - 203,000 smokers will receive Sweepstakes Entry/Information (Core).
 - 451,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for \$1 or \$2 off 4 packs or carton (Fringe)
 - 268,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for \$1 or \$2 off 4 packs or carton (Competitive)

Separate DSD POS Kits for restricted and non-restricted states will be shipped to arrive week of August 24, 1998. Kit contains:

- | | |
|---|---------------|
| • Easel Card Holder (Pack & CTS) | 1 |
| • Take Ones -50 per (Pack & CTS) | 2/Pack; 3/CTS |
| • Small Paster (Pack only) | 1 |
| • Wobbler (Pack & CTS) | 1 |
| • Price Wobbler (Pack & CTS) | 1 |
| • Retailer Incentive Sheet (Pack & CTS) | 1 |
| • Large Paster (CTS only) | 1 |
| • Standee w/shelf (CTS only) | 1 |
| • 3x2 Banner w/pricing (CTS only) | 1 |
| • Floorbase Header Cards for Semi-Perm Display (CTS only) | 2 |
| • Pen & Fonts included for Pricing (Pack & CTS) | |

51854 7890

Separate Kits for RR and TR Reps (2 Kits per Rep) in restricted and non-restricted states will be shipped to arrive week of August 17, 1998. POS/Support Materials are for supplemental placement needs and Supermarkets. Kit contains:

• Easel Card Holder	30
• Take Ones (50 per)	30
• Small Paster	15
• Jackpot Wobbler	15
• Price Wobbler	15
• Static Cling	15
• 3x2 Banner w/pricing	5
• 24" Package Merch. Card	10

SR, RR and TR will receive:

• Soft Pack Sleeves (N. & S. Calif., Seattle)	500
• Box Sleeves (All other regions)	500
• Onsert coupon roll (500/roll)	1
• Retailer Incentive Jackpot Ticket	60

51854 7891

4
6/17/98

VAP Promotion Timetable
September

1) Promotion Details	September	September *	September	September	September
Month	September	September *	September	September	September
Promotion	DORAL "Price Check Jackpot" #801271 (Pack/CTS Pack)	DORAL "Price Check Jackpot" #801315 (Supermarket)	DORAL 30¢ Off 1 Pack DPC #801139 (Reg) #801140 (Tear Tape)	SALEM 30¢ Off 1 Pack DPC #801675	SALEM 30¢ Off 1 Pack Tear Tape #800438
Offers Per Display	40	80	40	40	40
First Order Date	7/13/98	7/13/98	7/13/98	7/13/98	8/10/98
First Delivery Date to Direct Account	8/3/98	8/3/98	8/3/98 **	8/3/98 **	8/31/98
Direct Account Ships to Retail (week of)	8/31/98	8/31/98	8/31/98 or 9/21/98	8/31/98 or 9/21/98	9/14/98
2. Pre-Planning and Execution					
Review with Direct Account					
Direct Account Administration					
Templates/Packing Instruction to Direct Account					
BSGSF Ordered					
BSGSF Delivery to Direct Account					
Premiums Ordered					
Premium Delivery to Direct Account					
Template Loaded/Reviewed					
Product Stamping					
VAP Assembly/Packing					
3. Follow-Up Process					
Review Unshipped SKUs					
Identify Missed Distributions					
Reload Distributions					
Ship to Appropriate Accounts					

* Supermarket promotion requires tax stamping/shipping only - no assembly.

** DPC/Low Volume DTS is 9/24/98 in majority of regions; however, select regions working 8/31/98 DTS. Schedules to accommodate earliest ship date.

ROU Checklist - September

	801271 * DORAL "Price Check Jackpot" (Pack and CTS) (40/SKU)	801315 ** DORAL "Price Check Jackpot" (Supermarkets) (80/SKU)	801139 (Reg.) 801140 (Tear Tape) DORAL 30¢ Off 1 Pack Low Volume/DPC (40/SKU)	801675 SALEM 30¢ Off 1 Pack Low volume/DPC (40/SKU)	800438 SALEM 30¢ Off 1 Pack Tear Tape (40/SKU)
Execution Model Available	6/16/98*	6/16/98 **	N/A	N/A	On-Going
Adjustments to Model	6/16 - 7/3/98	6/16 - 7/3/98	N/A	N/A	Prior to 7/31/98 close of business
Templates Available	7/6/98	7/6/98	N/A	N/A	8/3/98
Allocations to Direct Account by Winston-Salem	N/A	N/A	N/A	N/A	8/3/98
Value-Added Transfer Deadline	7/10/98	7/10/98	7/10/98 (manual transfer only)	7/10/98 (manual transfer only)	N/A
First Order Date	7/13/98	7/13/98	7/13/98	7/13/98	8/10/98
First Delivery Date to Direct Accounts	8/3/98	8/3/98	8/3/98	8/3/98	8/31/98
Roll Remaining Allocation to Next Drive Period	N/A	N/A	N/A	N/A	N/A
VAP Delivery Date to Retail	8/31/98	8/31/98	8/31/98 ***	8/31/98 ***	9/14/98
Last Delivery Date to Direct Account	9/11/98	9/11/98	10/2/98	10/2/98	9/25/98
Roll Remaining Allocations to National Clean-Up	9/14 - 9/18/98	9/14 - 9/18/98	N/A	N/A	N/A

* CTS pack accounts need to be added to the execution workplan which includes pack outlets prior to transfers.

** Supermarket accounts will need to be added to the execution workplan prior to transfers. One SKU will represent 80 offers/8 cartons.

*** DPC/Low Volume DTS is 9/21/98 in majority of regions; however, select regions working 8/31/98 DTS. Schedules to accommodate earliest ship date.

September 1998
"DORAL Price Check Jackpot" (Supermarket) - Promotion #801315

51854 7894

	Region	Displays	Total # Offers	Total 6M Cases	Lt 100	Lt Mthl 100	FF 100	UI Lt 100	Lt Box 85	FF Box 85	Lt Box 100	FF Box 100
1100	Boston	300	12,000	40	10	10	10	10				
1200	New York Metro	0	0	0	0	0	0	0				
1300	Philadelphia	0	0	0	0	0	0	0				
1600	Buffalo	840	33,600	112	28	28	28	28				
1700	Pittsburgh	720	28,800	96	24	24	24	24				
1800	Cincinnati	180	7,200	24	6	6	6	6				
	Total NESA	2,040	81,600	272	68	68	68	68	0	0	0	0
2100	Winston-Salem	2,970	118,800	396	100	100	100	100				
2200	Atlanta	90	3,600	12	3	3	3	3				
2300	Florida		0	0	0	0	0	0				
2600	Dallas		0	0	0	0	0	0				
2900	Richmond	90	3,600	12	3	3	3	3				
	Total SSA	3,150	126,000	420	106	106	106	106	0	0	0	0
5100	N. California	0	0	0					0	0	0	0
5400	S. California	690	27,600	92					23	23	23	23
5600	Seattle	960	38,400	128					32	32	32	32
5800	Houston	480	19,200	64	16	16	16	16				
	Total WSA	2,130	85,200	284	16	16	16	16	55	55	55	55
6200	Chicago	480	19,200	64	16	16	16	16				
6300	Minneapolis	0	0	0	0	0	0	0				
6600	Denver	660	26,400	88	22	22	22	22				
6700	Detroit	150	6,000	20	5	5	5	5				
6900	St. Louis	330	13,200	44	11	11	11	11				
	Total MWSA	1,620	64,800	216	54	54	54	54	0	0	0	0
	GRAND TOTAL	8,940	357,600	1,192	244	244	244	244	55	55	55	55
NOTES: 6m Case = 300 offers 1 Display = 40 offers 6m Case = 7.5 Displays Allocations based on 2 SKUs (8 cartons) per Supermarket												

sgr048/ccd
6/17/98